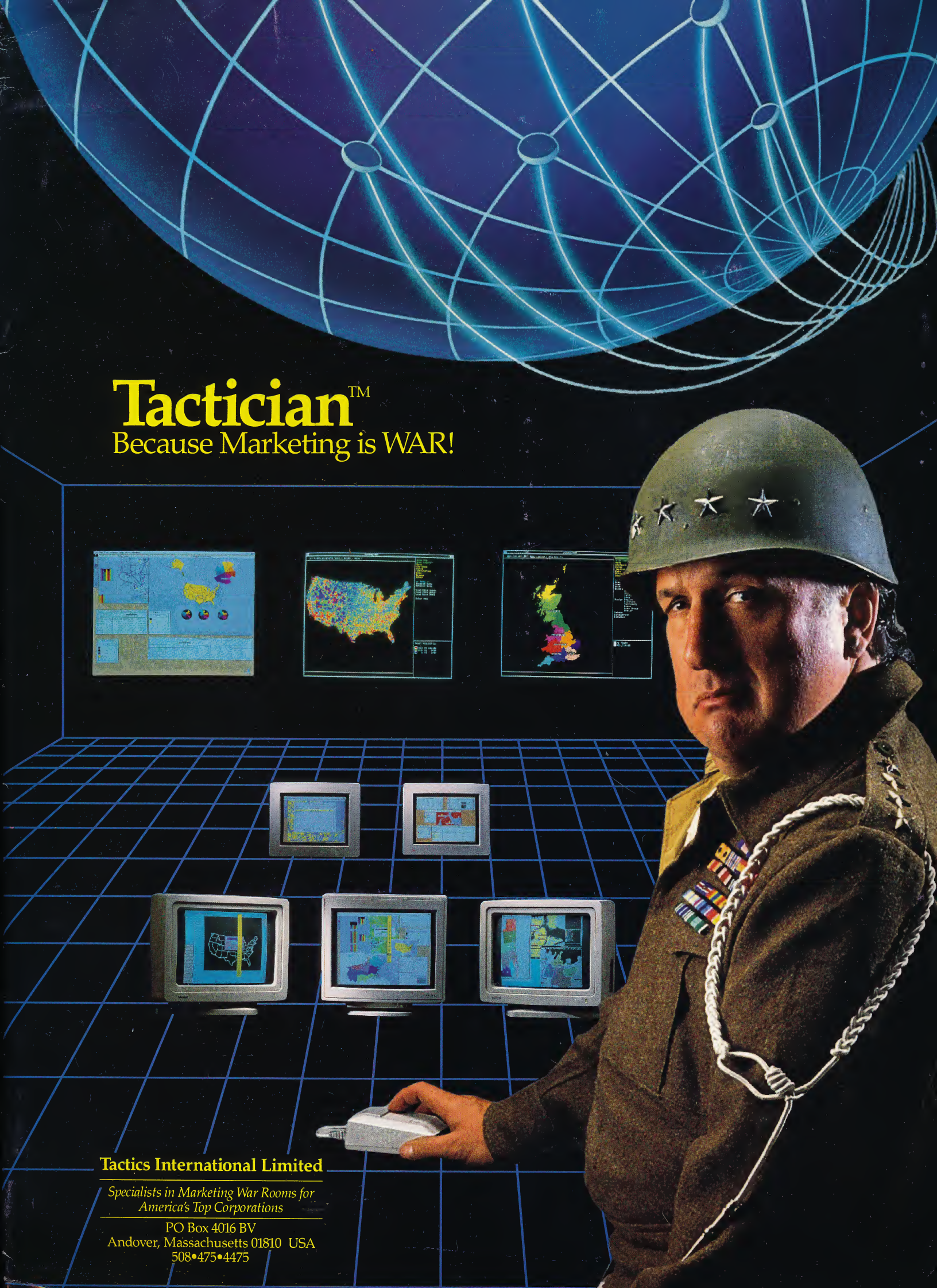




TacticianTM

Because Marketing is WAR!

Tactics International Limited

*Specialists in Marketing War Rooms for
America's Top Corporations*

PO Box 4016 BV
Andover, Massachusetts 01810 USA
508•475•4475

INTERNATIONAL MICRO MARKETING MAGAZINE

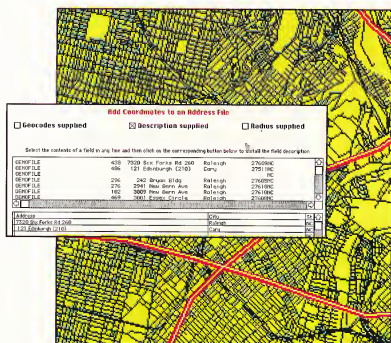
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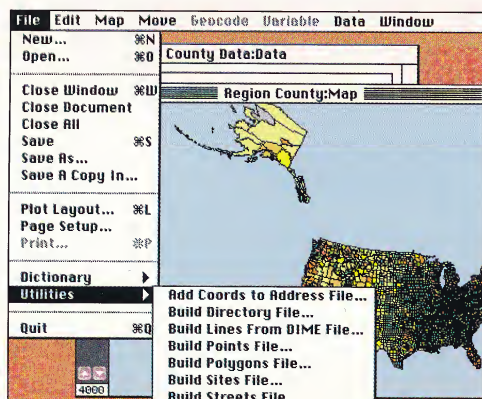
Can be used for marketing maps

What is Tactician™ V2.0?

The focus of Tactician is the world of Marketing - Retail and Sales Management, Advertising, Promotional Planning - the highest impact areas in your company. Here is a summary of the new features of Tactician Version 2.0 for the Macintosh® computer.



↑ National Address Matching. Geocoding and



Import Capability

Tactician V2.0 has a full suite of utilities to import data and/or cartography from other IBM or Mac based spreadsheets, databases and mapping systems, and to build the cartography into Tactician's highly efficient indexing system. For users with other systems who wish to convert to Tactician, this facility saves time and money.

More data dimensions

Dot density mapping allows the display of multiple dimensions of data variables as dots, in different colors and sizes, so that users can easily see their market concentrations at a particular geographic region.

Tactics International Limited
16 Haverhill Street
Andover, MA 01810

STATE & COUNTY MAPS
FOR WHOLE COUNTRY,
\$1K (\$3500 w 2-ys)

Address Correction:

To Return: Refold this flyer with
Tactics' address clearly showing.

**SHOW SPECIAL
ORDER TODAY!**

	Regular	
Basic Tactician 2.0	\$995	Save 50%
Tactician 2.0 with High Resolution ZIP Codes	\$3,995	Save \$500

Special
Show
Value
NOW

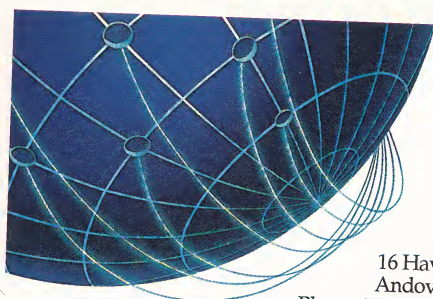
\$495

\$3,495

Offer expires last day of show.

Tactician™
Because Marketing is War!

Dated Material!



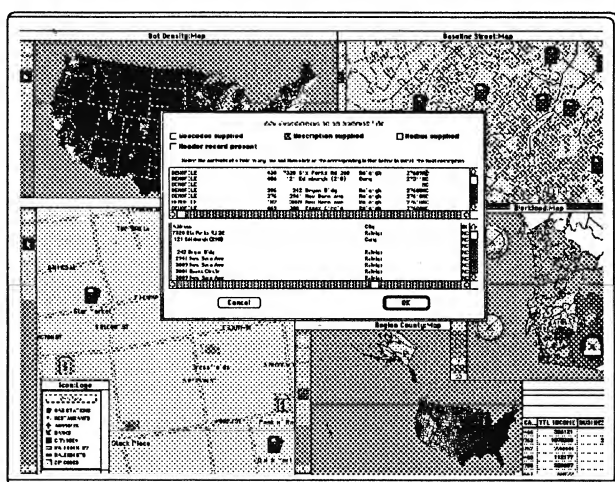
Carol McEvoy
Product Manager

PO Box 4016 BV
16 Haverhill Street, Third Floor
Andover, Massachusetts 01810
Phone: 508-475-4475, Fax: (508) 475-2136

Tactics International Limited
Marketing Information Systems: Turning Data into Competitive Advantage

Tactician.™

PRODUCT INFORMATION



Enterprise - wide productivity to increase sales,
profits and performance... and to compete in the
next century.

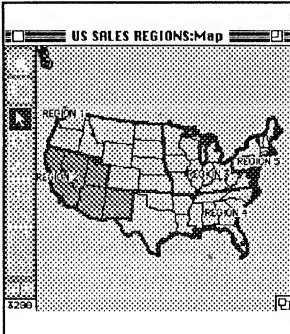


"Best Executive Information Systems Product"

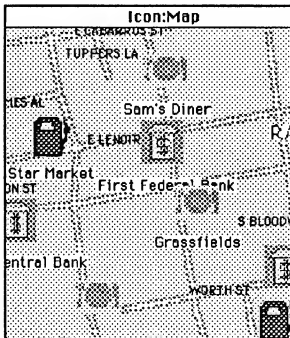
1990 Editors Choice Nomination
- MacUser Magazine -

TACTICIAN'S UNIQUE FEATURES

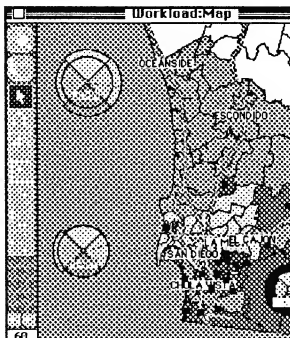
Tactician is a Sales Territory Redistricting Product



National capacity, seamless territory hierarchies



Sales management detail, right down to the account



Territory system for sales management decisions

Tactician is a Sales Territory management product.

When merging sales forces, managing their size up or down, launching new products or simply becoming more effective at reaching target markets, use Tactician's powerful territory management system to reduce sales overhead and increase sales.

Tactician's sales management module is a brilliant feat of software interface engineering because it understands and delivers the functional needs of the sales manager. The Result? Maximum penetration, optimized and balanced into target markets at minimum cost.

Your territories can be Zips, counties or even individual accounts marked by customized symbols at street level and imported through Tactician's powerful national capacity address matching and geocoding system.

Tactician's unique 3-D spreadsheet provides a logical view of your sales territories at a summary and detailed level. Changes in the spreadsheet are instantly reflected on the map and vice versa. Buttons select target territories and variables to be balanced, such as workload, customers

and sales potential. Flash reports zero in on important data and the intelligent boolean logic spreadsheet can sort, find and produce exception reports needed for decisions.

Individual account data can be loaded from your mainframe, if needed, for on-the-fly inspection of names, addresses, sales, etc. using DAL.

A unique balancing chart provides immediate feedback for territory modifications. Show old plans against new and update maps and data in a single command.

Tactician's territory management system has the capacity, speed, and function to cut costs and increase sales in any sized company.

TACTICIAN'S UNIQUE FEATURES

Tactician is a Retail Management System

Guesswork is tantamount to failure in the increasingly competitive retail environment of the 1990's.

Tactician's expert designed retail module fuses the store and its trade area with information on merchandise mix, demographics, advertising and management by using the Tactician map as a lens which focuses all the different information needs of retail decision-making.

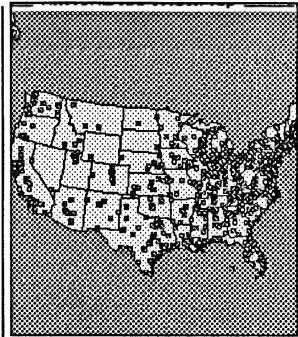
Tactician Spreadsheets can get up-to-the-minute data from your corporate mainframe for mission critical decisions which impact issues as diverse as site selection, human resources, direct mail, press advertising, property management, sales and profits. Internally, the masterfully designed Tactician spreadsheets feature flash reports for instant data inspection, intelligent boolean exception reporting and buttons which set site targets and highlight important geography.

Tactician uses a mouse to create and alter precision retail trade areas, even to street level. The map and spreadsheet together enable the cookie cutter trade area to solve the previously impossible problems of relational geography that can

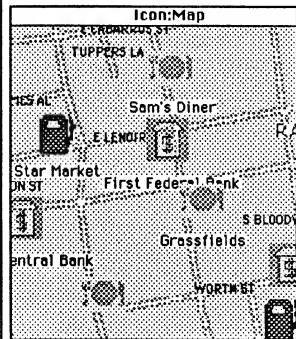
combine information on competition, supply and demand, product potential and competition from different strata of geography, even at the individual customer level - all vital for accurate decisions.

To set up, users can import thousands of sites at one time with automatically defined trade areas at street level precision using Tactician's address-matching and geocoding system.

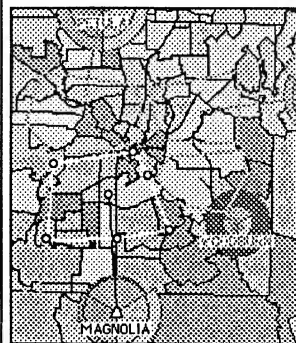
Also, Tactics has the supporting data available in its high speed indexed data on stores and malls to help you get into the business of retail competitiveness and preparedness without delay.



National capacity - thousands of sites

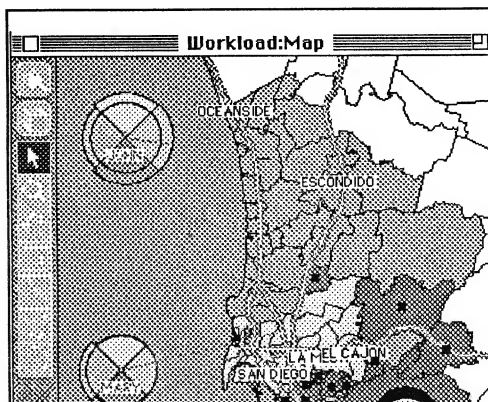


Street level precision



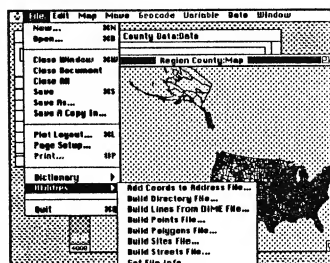
Trade area merchandise mix

The focus of Tactician is the world of Marketing - Retail and Sales Management, Advertising, Promotional Planning - the highest impact areas in your company. Here are some of the powerful capabilities offered by Tactician.



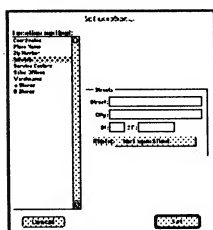
▲ Sales Management Decision Support

When managing their size up or down, launching new products or simply becoming more effective at reaching target markets, use Tactician's powerful territory management system to reduce sales overhead and increase sales.



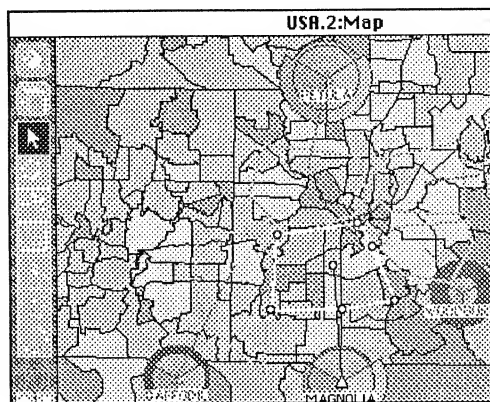
▲ Import Capability

Tactician has a full suite of utilities to import data and/or cartography from other IBM or Macintosh based spreadsheets, databases and mapping systems, and to build the cartography into Tactician's highly efficient indexing system.

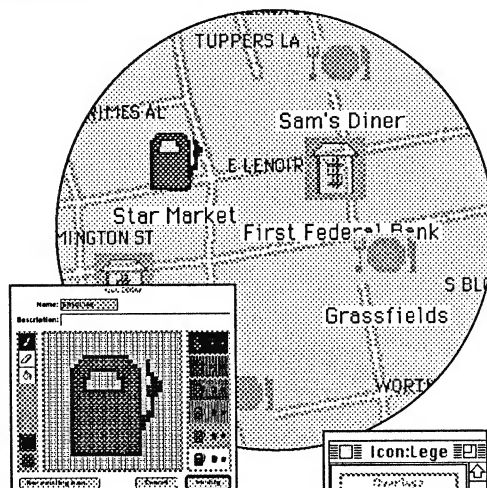


◆ Navigation

Instantly position a map anywhere in the US by specifying a place name, ZIP Code, or street address, or your own locations (stores, offices, warehouses, etc.).

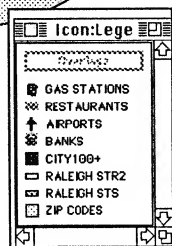


▲ Retail Decision Support - Tactician's expert designed retail module fuses the store and its trade area with information on merchandise mix, demographics, advertising and management for better decisions.

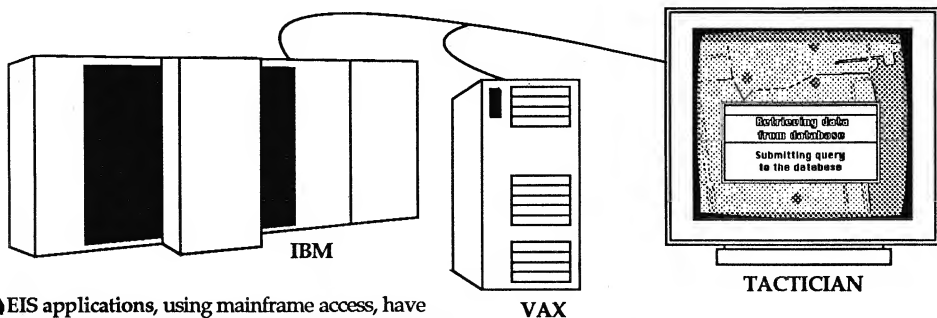


▲ Custom Icons

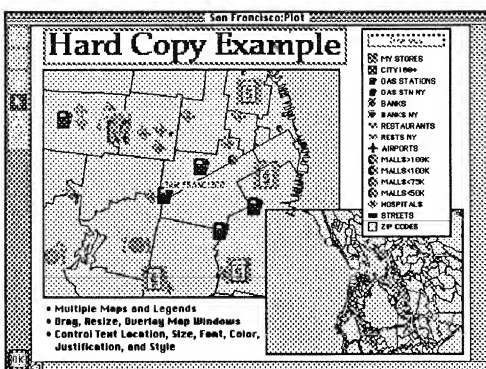
A custom icon editor enables the user to create personalized symbols for display, at any map point, in order to denote the location of items such as target customers, competitors, sales reps, and service centers.



OVERVIEW

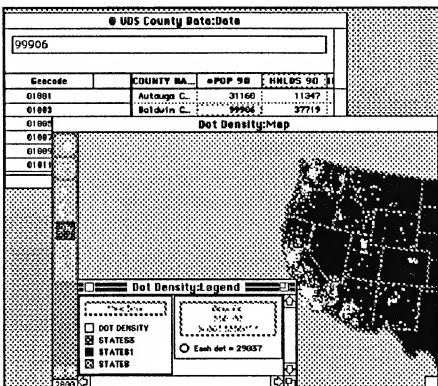


▲ **EIS applications**, using mainframe access, have been improved to automate management exception reporting.



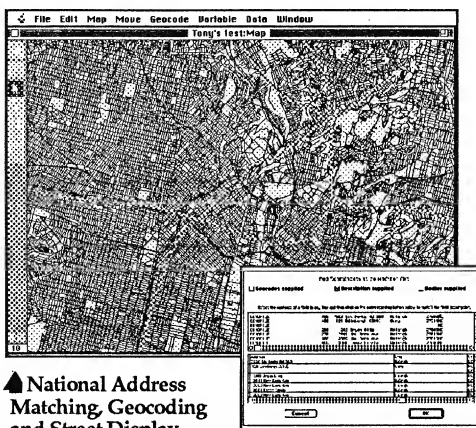
▲ Hard Copy Output

Multiple maps and legends can be combined onto a single plot document. A tool palette allows you to arrange, size, edit, and annotate the items in the Plot Document for beautifully prepared map output.



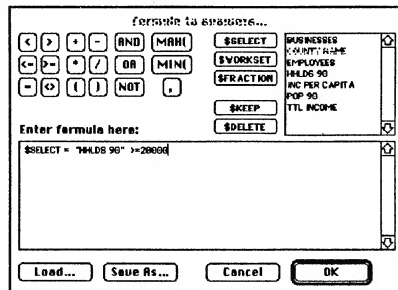
Multiple data dimensions

Dot density and Bivariate mapping allows the display of multiple dimensions of data on a single map.



National Address Matching, Geocoding and Street Display

Tactician has the capacity to deal with the entire U.S. Street network at one time. The robust, national capacity, geocoding and address matching system, enables companies to view their marketplace by converting their customer databases into a geographic display.



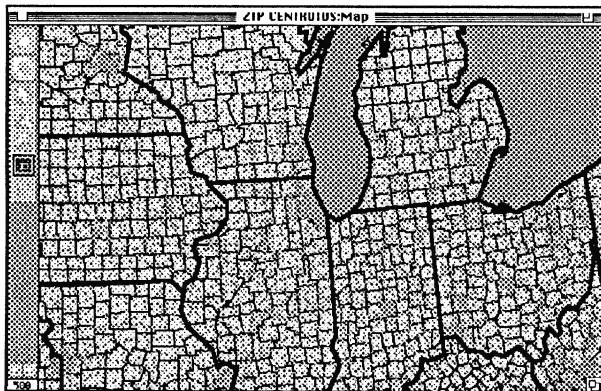
▲ Intelligent spreadsheet for marketers

Tactician has an intelligent spreadsheet where queries can be configured on-the-fly, or stored to launch exception reports, allowing executives to quickly and easily drill down to key parts of the database.

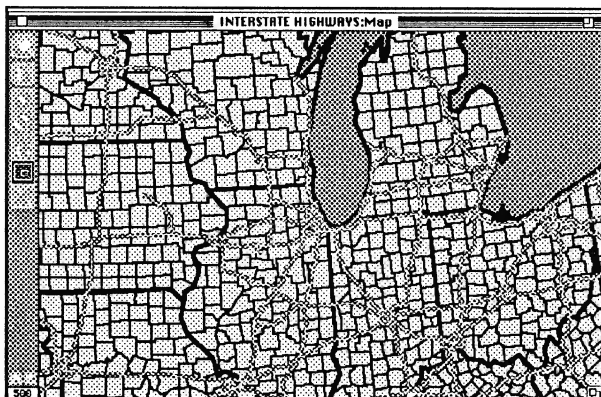
HOW YOU CAN BUY TACTICIAN



GDT Nationwide State and County Boundaries



GDT Nationwide 5-digit ZIP Code Centroids



SDS Nationwide Interstate Highways

Basic Tactician

- Fully functional Tactician software for a Macintosh®II class machine.
- US State Boundaries.
- US County Boundaries.
- Centroids for 42,000+ US 5-digit ZIP Codes.
- 118,000+ Place Names.
- 8,000+ Nationwide Cities.
- Nationwide Interstate Highways.
- 90 Day warranty, telephone support, and updates.
- Tutorial includes sample high-resolution ZIP Code boundaries.
- Extended support policies available.

Basic Tactician is fully functional, with retail and sales territory balancing capabilities, seamless cartography, and a mainframe data access capability that makes Tactician a powerful EIS. The system also includes a tutorial with sample high-resolution 5-digit ZIP Code boundaries and malls. See page 29 for a feature by feature comparison of both Tactician packages.

Distribution: Basic Tactician comes complete with documentation on 800K or 1.44MB diskettes. Nothing else is needed to get into business.

Product Code: BT

HOW YOU CAN BUY TACTICIAN

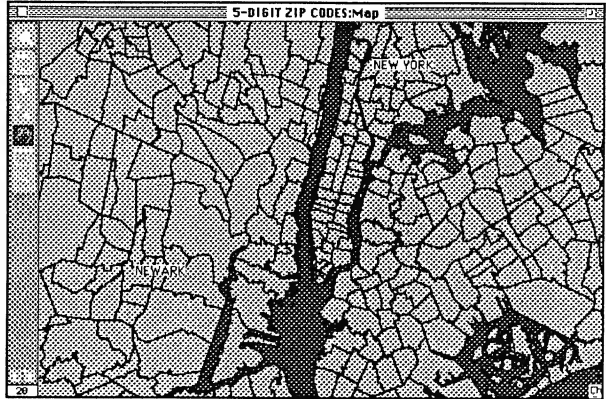
Tactician with High-Resolution ZIP Codes

- High-resolution, high speed, 5-digit ZIP Code Boundaries provided on CD-ROM.
- One training credit, valued at \$395.00.
- Fully functional Tactician software for a Macintosh®II class machine.
- US State Boundaries.
- US County Boundaries.
- Centroids for 42,000+ US 5-digit ZIP Codes.
- 118,000+ Place Names.
- 8,000+ Nationwide Cities.
- Nationwide Interstate Highways.
- 90 Day warranty-telephone support, and updates.
- Extended support policies available.

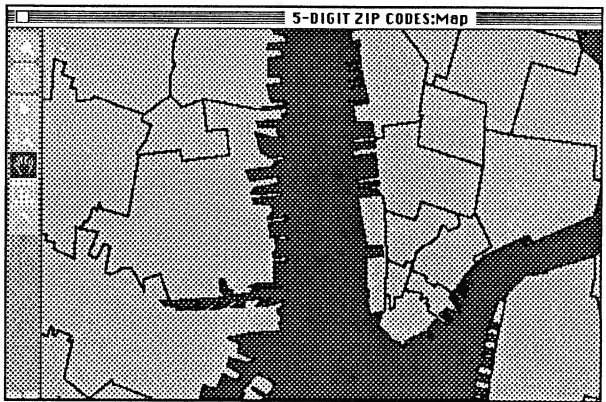
Tactician with High-Resolution ZIP Codes is for marketers who do serious work at the ZIP Code level. Nationwide high-resolution, super speed, 5-digit ZIP Code boundaries are provided on CD-ROM. See page 29 for a feature by feature comparison of both Tactician packages.

Distribution: Tactician with High-Resolution ZIP Codes comes complete with documentation on CD-ROM. Tactics International Limited can also sell you a CD-ROM Reader.

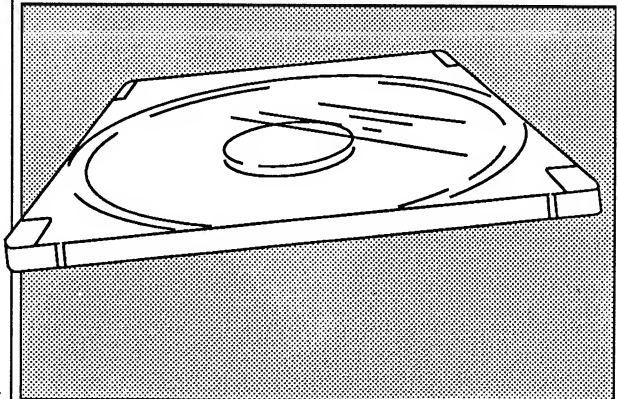
Product Code: TZC



Nationwide, High Resolution 5-digit ZIP Code Boundaries



Detailed, Highly Accurate ZIP Code Boundaries



Tactician with High Resolution ZIP Codes is Provided on CD-ROM

Tactician.™

A business tool for competitive
advantage in the 90's.

from

Tactics International Limited

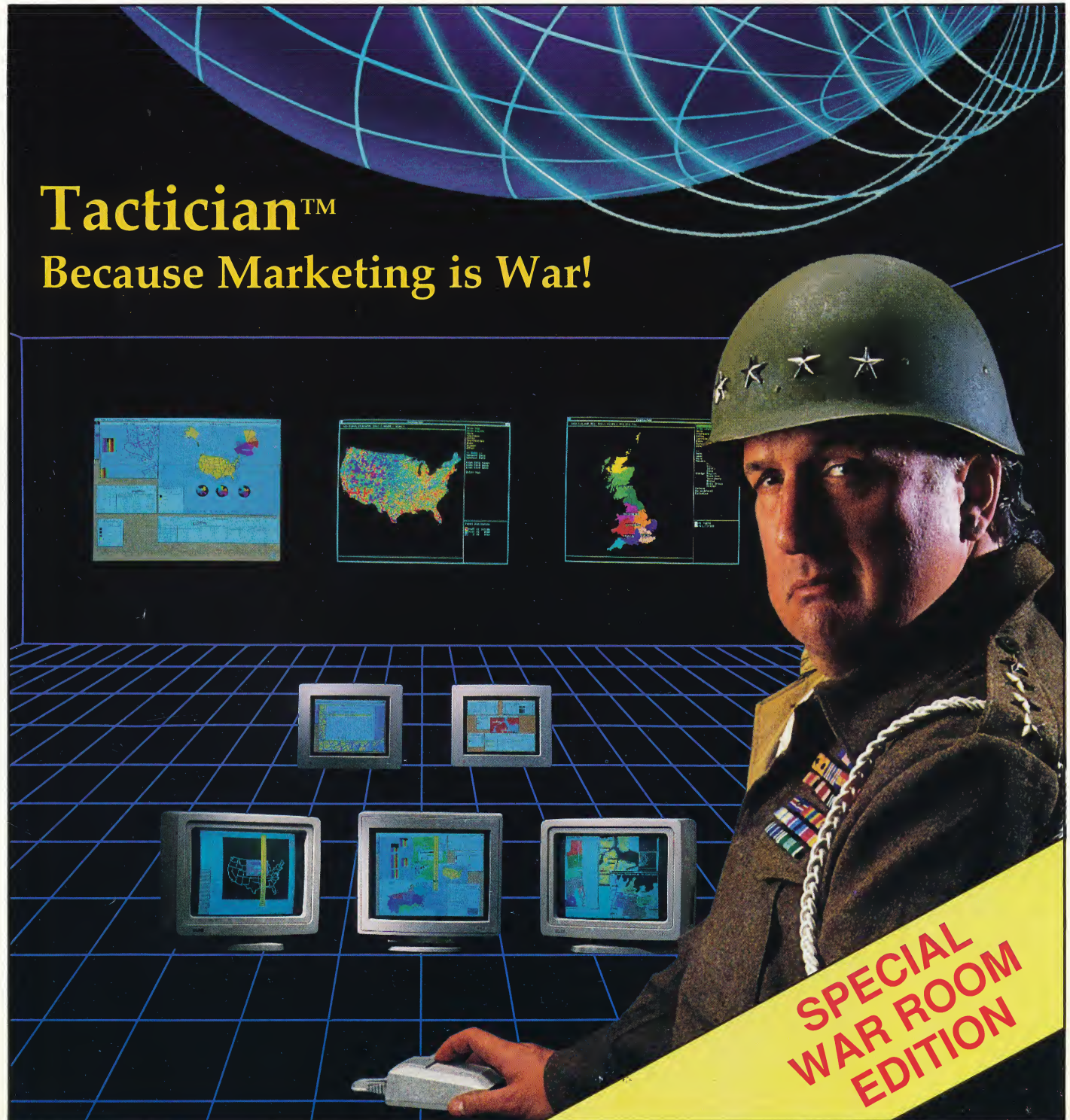
16 Haverhill Street, 3rd Floor
Andover, Massachusetts 01810
508•475•4475

TACTICS

INTERNATIONAL MICRO MARKETING MAGAZINE

Tactician™

Because Marketing is War!



**SPECIAL
WAR ROOM
EDITION**

GTE's New
War Room...Page 2

Apple® War Room
Connectivity...Page 7

Lotus
Marketplace™...Page 8

Introduction

In this special edition newsletter, you will see how Tactics International Limited is using its revolutionary new product for the Apple® Macintosh®, called Tactician™, in conjunction with superior War Room technology. What is a War Room? How do you build one? Which Fortune 500 companies are using them with Tactician? To find out...read on!

What is a War Room?

In marketing, there has always been one problem which has troubled every large or small company: communication. When ideas are presented with too much complexity or there is simply a lack of communication, you can lose sales. Leave people confused, whether you are dealing with customers or even your own people, and you will never sell anything. The War Room is designed to deal with the problem of communication.

Professional, successful selling demands that you deliver your message clearly and with confidence. With War Rooms, you can capture your audience with spectacular spatial displays, while at the same time, presenting easy-to-read and understandable facts. Magnificent graphics displayed at a larger-than-life scale, will impress. War Rooms communicate and sell in a one-two punch.

Attacking the 90's with War Rooms in their arsenals, executives can conquer their respective markets because they control their infor-

mation. In the 90's, you won't be able to sell without absolute control over information, and without a sale, you have nothing.

You can't communicate effectively if you have a lot of data with no way to organize it. You should have a checklist of data which looks something like this:

*"...without a sale,
you have nothing."*

- Corporate data - sales, customers, sales force, advertising data, promotional expenditure, direct mail...
- Competitor data - locations, products, sales, marketshare...
- Marketplace measures - business files, names, demographics, retail locations, hospitals, media data, product consumption...

To deal with such tangled information, you

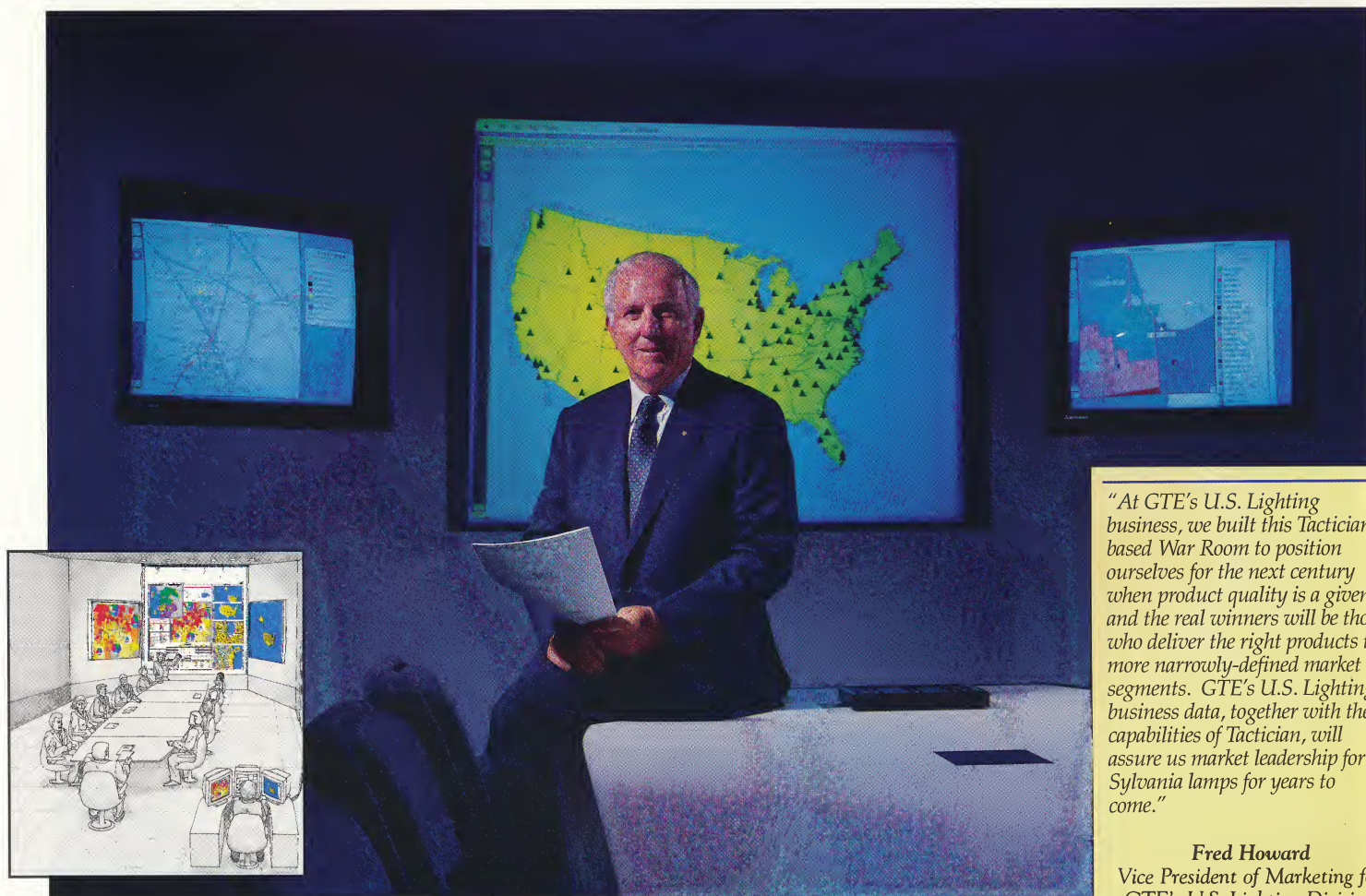
can use Tactician in conjunction with War Rooms to provide the organization you need, with the simplicity you want.

Networked monitors and projection screens provide a clear view of information in a comfortable environment.

War Rooms use high speed response to save time. Huge screens directly networked to the Tactician system, allow everyone to clearly see the information. Our customers utilize their War Rooms to sell and to communicate interdepartmentally. They sell products or services to customers, and they sell concepts to their management. For both purposes, they use hard, visual, mapped information to provide compelling cases.

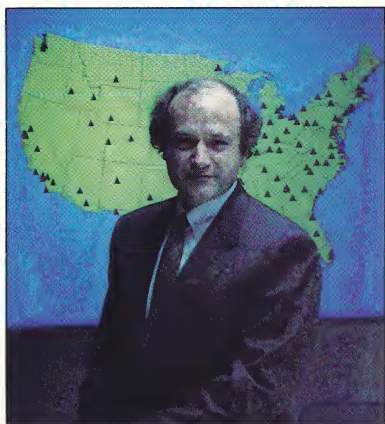
With comfort, organization, and clear communication, the War Room is where management and information come together. What is a War Room? A War Room is where you can present or develop tomorrow's qualified plans for success. And Sell!

The remainder of this special edition is a reference guide to War Rooms, a facility that will become the hub of America's success in the 90's.



"At GTE's U.S. Lighting business, we built this Tactician-based War Room to position ourselves for the next century when product quality is a given and the real winners will be those who deliver the right products to more narrowly-defined market segments. GTE's U.S. Lighting business data, together with the capabilities of Tactician, will assure us market leadership for Sylvania lamps for years to come."

Fred Howard
Vice President of Marketing for
GTE's U.S. Lighting Division



Tony Buxton's Micro-Marketing background originates from the Australian demographics industry which he pioneered from 1973 to 1987. He came to the United States in 1987 to establish global Micro-Marketing affiliations both here and in the U.K. In 1990, he was nominated as a finalist in the Ernst & Young Entrepreneur of the YearSM awards.



A letter to our customers:

When I am asked, "What do we sell?", my first reply is that our product, Tactician, connects managers with data for strategic advantage. The focus of Tactician is the world of Marketing — Retail and Sales Management, Advertising, Promotional Planning — probably the highest impact items in your company.

Tactician uses information maps to enrich your company's ability to think, to establish leadership, and to dominate, even in the toughest U.S. and overseas markets.

Tactician enhances your managers' talents, empowering them to formulate decisions with confidence, which will move your company forward.

Tactician enables your managers to reach into your corporate mainframe, with standard, inexpensive hardware, to get the data they need and to design the solutions which will make your company succeed. Your managers will begin to understand the relevance of information as it relates to your company because they will see it displayed visually; they will grow to respect the power of your company's most valuable asset - your data. Tactician eliminates all obstacles to accessing information.

Above all, we never forget that we are preparing you to compete successfully in the world of the 1990's and beyond.

"Technology to connect your management with data for strategic advantage." That's our goal, that's what we sell. We call it Tactician.

Sincerely,

Tony Buxton
C.E.O.
Tactics International Limited

The best way to understand Tactician is to experience it. I extend to you my personal invitation to visit us.

Warning!

Do not turn the page before tightening your seatbelt. You are about to enter the engine room which powers America's War Rooms:

Tactician™

Suddenly, because you can win the Micro Mac

Take a look at the Macintosh® computer's eight

1 Breakthrough! A Fusion of DSS, GIS and EIS

Tactician™ is a strikingly logical fusion of three vital technologies unique in the information hungry marketing industry: DSS - Decision Support Systems, EIS - Executive Information Systems and GIS - Geographic Information Systems. By skillfully integrating these three critical concepts into one technology, Tactician offers a dramatic breakthrough which unifies the way your company makes strategic use of data.

2 Breakthrough! Remarkable Productivity

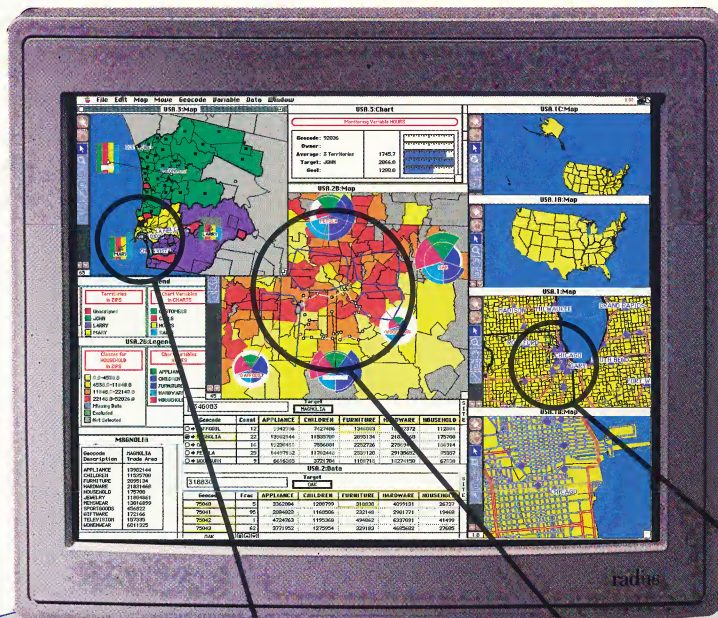
Tactician's user interface is an intuitive masterpiece of which Digital Review said "Working with Tactician is a delight". Guaranteed improvement in personal productivity is the hallmark of Tactician which delivers speed, focus and visual responsiveness, unique in the industry. The fluid connection to data is transparent and even the most complex queries can be saved and relaunched at will by non-technical users who need access to corporate data without the fuss inherent in any alternative EIS system.

3 Breakthrough! Application Focus

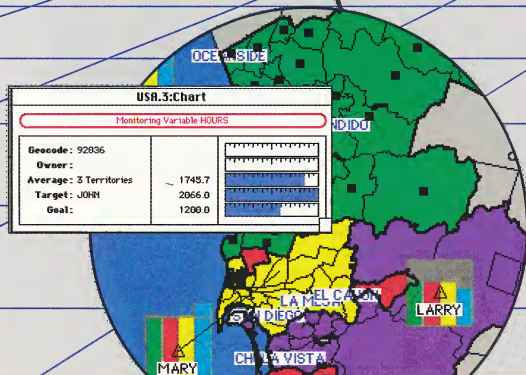
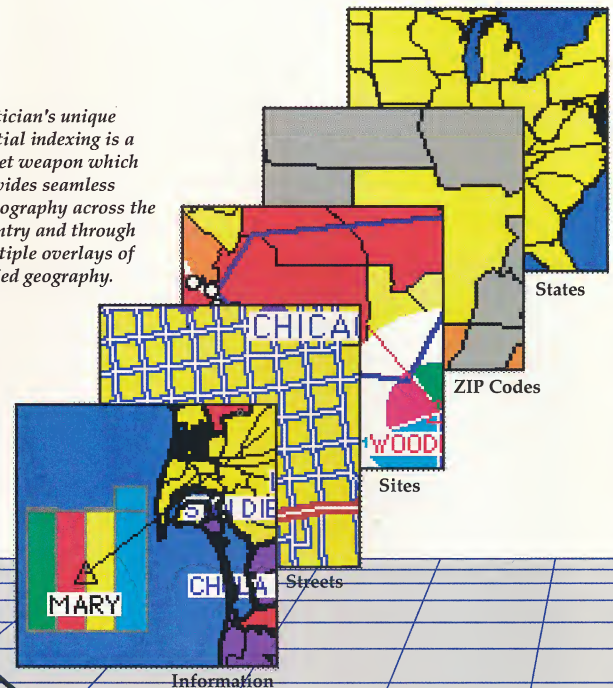
Tactician is uncompromisingly designed with the capacity and focus to deal with sales and marketing challenges of the 90's: Retail trade area analysis, merchandise planning, sales territory balancing, consumer promotions cost control, advertising and direct mail improvement. Why force products built with 80's technology to do things they were not designed to do? When it comes to Decision Support in high impact areas, don't be caught in a marketing war with the wrong sized bullets.

4 Breakthrough! Seamless Cartography

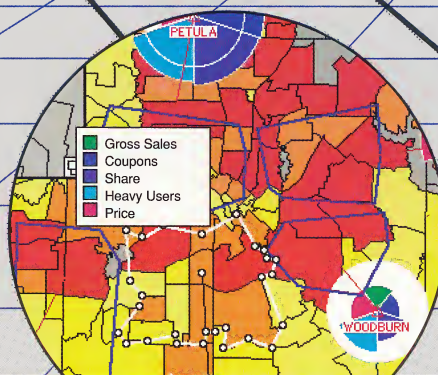
The unequalled seamless cartography of Tactician gives you the ability to navigate huge volumes and many layers of cartography (the raw materials of GIS). Such as 43,000 full resolution Zips, 90 million street segments, tracts and many other "types" of cartography for the whole US at one time without deterioration in the already blinding response speed of Tactician. Tactician is by far the fastest and largest capacity GIS in the industry, so you can deal with a lot more decision making in a lot less time.



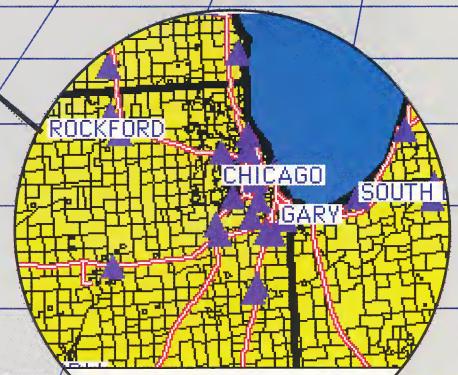
Tactician's unique spatial indexing is a secret weapon which provides seamless cartography across the country and through multiple overlays of varied geography.



DSS - Decision Support



EIS - Executive Information



GIS - Geographic Information

Tactician is uniquely equipped with two specific marketing tools for retail and sales management: one to assess strategies in retail trade areas, testing what it takes to bring the customer closer and the second for territory redistricting and balancing, as well as informing a sales organization.

Pointing and clicking takes you to strategic, host-based data, and Tactician allows you to easily visualize the many complex relationships that influence your business, enabling you to make better and faster decisions than your competition.

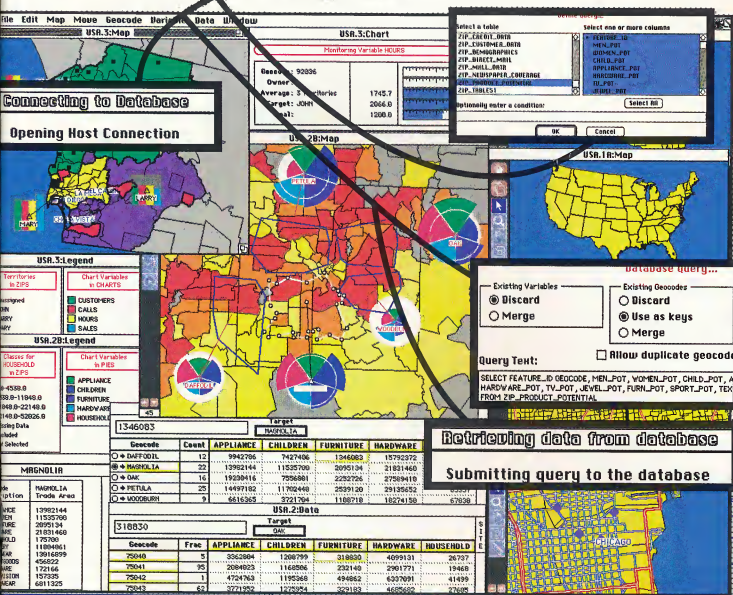
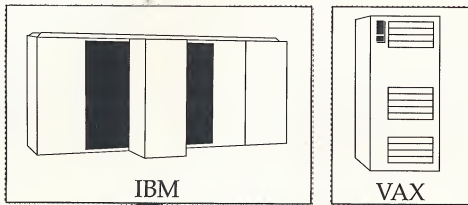
Tactician's seamless, high-speed maps are linked to 50,000 column, 3-Dimensional Spreadsheets. Any change to the Tactician spreadsheet is instantly reflected in the map. No other GIS enables you to see your data in a spreadsheet and on a map at the same time.

Use of Tactician,™ Marketing War of the 1990's. Breakthrough's in Information Management.

5

Breakthrough! Seamless Data Access

When Apple® developed DAL, or Data Access Language they did it right. DAL delivers seamless data connectivity from mainframes to the Macintosh. Apple provided Tactics with one of the first six beta development sites for DAL in 1988 - time for us to brilliantly engineer the user-oriented interface of Tactician. Tactician gives users a superb, intuitive and functionally rich way of bringing strategic host based data into it's powerful information environment. Tactician and DAL connect management with data providing the leverage of knowledge. The chart below describes how easy it is to bring data to Tactician.



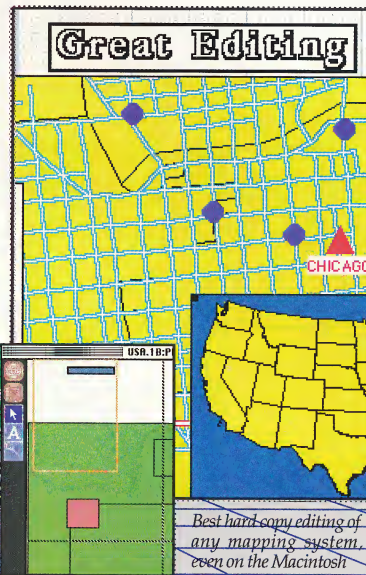
The chart explains what you need to access data using Tactician.

To access data located as follows:	Do This:
Excel or Wingz in multifinder	First column must be a geocode (eg: Zip, Store) The remaining columns are data. Cut & paste into Tactician summary or detailed spreadsheet. Redraw map for display.
Other Macintosh Databases (4-D, Omnix, Helix, etc.)	Cut to Excel or Wingz - follow above procedure
VAX based ORACLE, INFORMIX, SYBASE, Rdb, or INGRES over Ethernet	Connect to database, by double clicking. Select table, then select columns. Conditional selection and SQL capability available at run-time. Loads into Tactician spreadsheet. Redraw map for display.
IBM based DB2 or SQL/DS for MVS/TSO or VM/CMS	Token ring required. Connect to database, by double clicking selection. Follow above procedure.

6

Breakthrough! Exceptional Output Capabilities

Launch a "Plot Document" and Tactician gives you a canvas of one, or one hundred pages for map plots of 8 1/2" by 11" or 85" by 110". Buttons enable you to collect legends, even other maps, and a tool palette allows you to arrange, size, edit and annotate beautifully prepared hard copy maps for reports or presentation. Tactician comes with pre-defined color sequences which look good in hard copy or you get the choice to create your own. In the GIS world, you won't find a more natural and feature filled hard copy capability. Which all means that you look smart and your people will get the message you want.



Best hard-copy editing of any mapping system, even on the Macintosh!

7

Breakthrough! The way you buy, the service you get

Our history is service. You can buy with the confidence of knowing that we, the people behind Tactician, want you to win with our products. When you win, we win. So, we look after every installation as if it were our own.

Buy Tactician from us, fully bundled and ready to use, and/or consider these additional options:

- We will build and service an entire War Room facility for you
- Applications training and prototyping contracts available
- National hardware, on-site parts, and labor warranty¹
- On-site systems integration²
- Lease options

1. Provided by Digital Equipment Corp. "Digital Desktop Services".
2. Provided nationally by Avnet Computer, the world's largest seller of Digital Equipment hardware.

8

Breakthrough! Industrial Strength, War Room Capacity Battlefield Certified

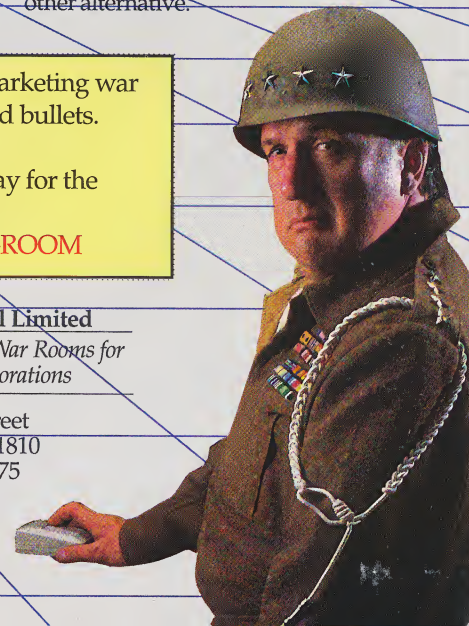
Tactician has a pedigree heritage, a history of power, durability, and proven track record that goes back to the early 1980's. We understand that this is important to you, because when you buy Tactician to connect you seamlessly to your most valuable asset, your own strategic corporate databases, you want the best, not second best. Tactician, the prince of the industry gives you more flexibility, higher speed, lower cost and better service than any other alternative.

Don't get caught in a marketing war with the wrong sized bullets.

Order Tactician today for the Macintosh.
Call: 1 800 9 WAR-ROOM

Tactics International Limited
Specialists in Marketing War Rooms for America's Top Corporations

16 Haverhill Street
Andover, MA 01810
1•508•475•4475



How to Construct a War Room

By Sam Coe of Tactics International Limited

Like a warship designer, you know the situations you are likely to encounter, and the hardware you will need to survive, before you even enter a battle. Building a War Room is no different.

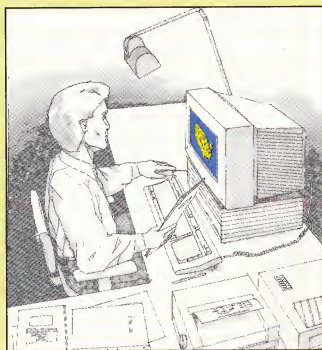
Preparing the information

If you are unable to access all of your data at will, from your War Room, your decision making capacity will be crippled. You need high performance communications to your mainframe. The best interface we know is DAL, otherwise known as Data Access Language, a proprietary product of Apple Computer, Inc. DAL (formerly known as CL/1) has been integrated into Tactician, the engine which powers our customers' War Rooms. Your data should be in a heavy duty relational database system such as one from the following list: Oracle, Rdb, Ingres, Informix, DB2, or Sybase. We recommend that a VAX server be dedicated to your War Room, due to the excellent connectivity between VAX and Macintosh, as a result of the Digital/Apple alliance. Tactician can also access IBM mainframe data; IBM's DB2 and SQL/DS databases are currently supported.

Bullet Proof

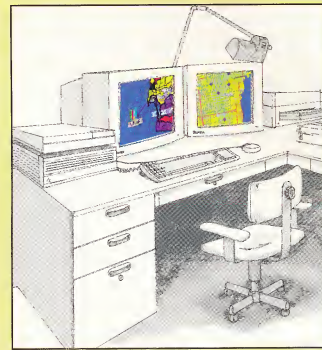
Reliability is the order of the day. Your War Room must be unbreakable. The engine of the War Room, Tactician, is fast and extremely

well-suited to heavy duty work. All the War Room hardware we supply is under on-site warranty and is supported nationally by Digital Desktop services. Even the Macintoshes are backed by DEC. If needed, the Tactics' hotline always has a team of friendly and capable software engineers available.



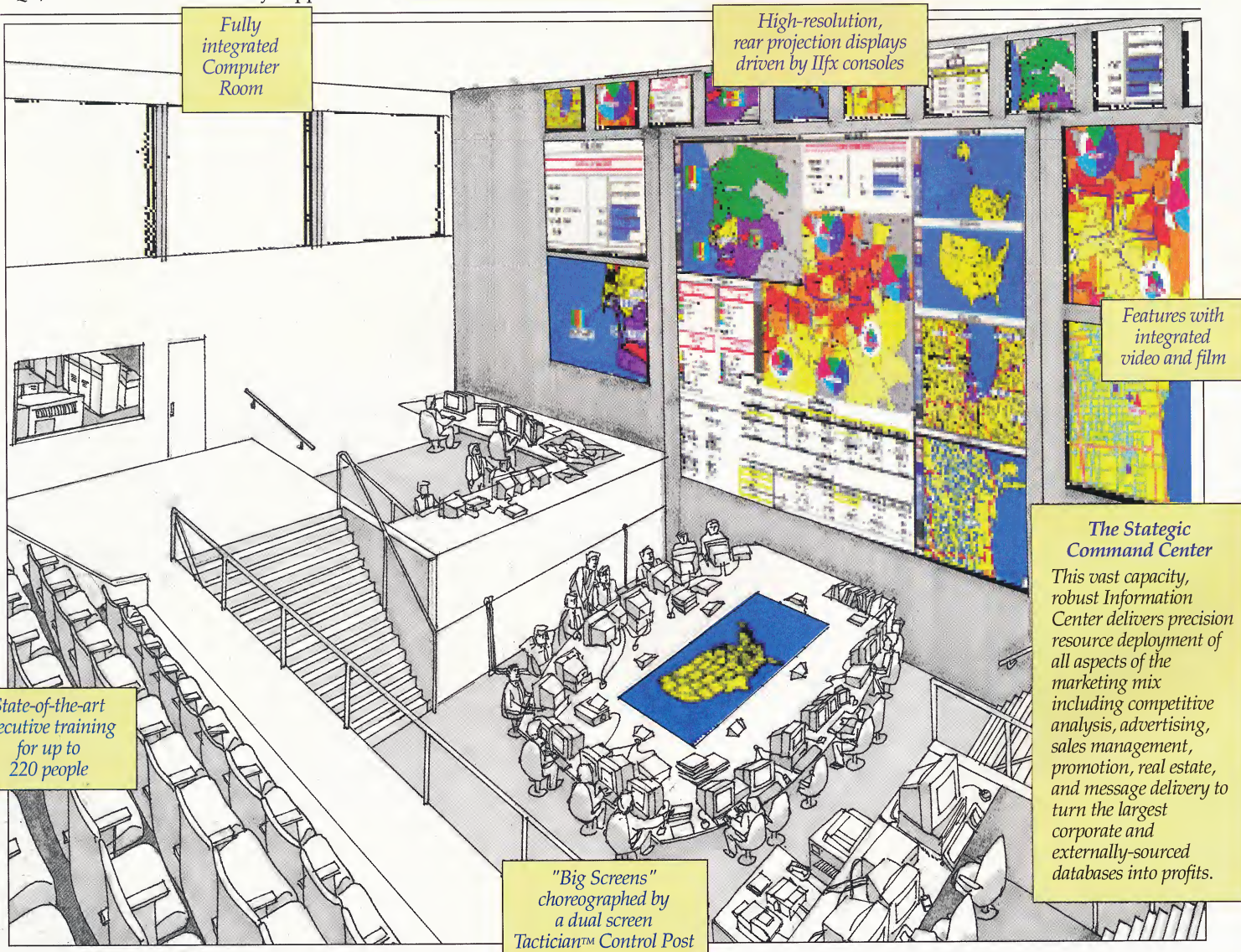
Field Unit

Desktop marketing capability at its best, the Tactician Field Unit System delivers nationwide control over your smallest markets. The Field Unit is available as a stand-alone unit or as a networked station, via high capacity modem or Ethernet connectivity to War Rooms or Strategic Command Centers.



Control Post

High-powered decision support which can connect and share data with either Strategic Command Centers or War Room configurations and can also serve as ideal "big screen" consoles. Also available as a stand-alone unit.



Fully integrated Computer Room

High-resolution, rear projection displays driven by IIfx consoles

Features with integrated video and film

State-of-the-art executive training for up to 220 people

The Strategic Command Center

This vast capacity, robust Information Center delivers precision resource deployment of all aspects of the marketing mix including competitive analysis, advertising, sales management, promotion, real estate, and message delivery to turn the largest corporate and externally-sourced databases into profits.

"Big Screens" choreographed by a dual screen Tactician™ Control Post

LANCE HOFFMAN

The DAL Connection



The two secret weapons that give Tactician War Room capacity are the breakthrough technologies of Seamless Cartography and Seamless Data Access. Tactics International provides the Seamless Cartography and Apple Computer, Inc. provides the Seamless Data Access.

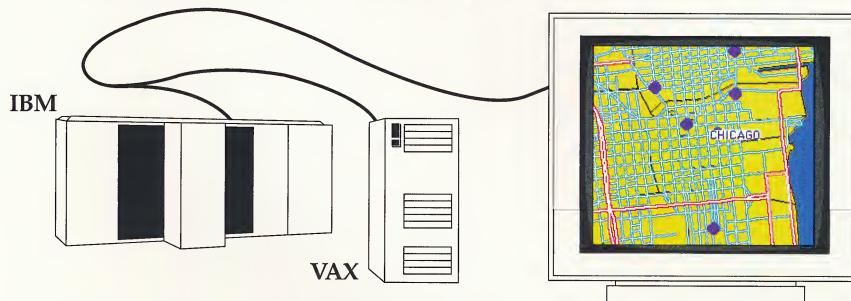
This article is a special contribution by Lance Hoffman, Manager for DAL (formerly called CL/1), the Data Access Language product of Apple Computer, Inc. In this article, Mr. Hoffman offers an overview of the exciting new world of Macintosh connectivity.

In November of 1988, Apple Computer, Inc. provided Tactics International Limited with one of the first six beta development releases of Apple's breakthrough, DAL (which was then called CL/1), for integration into Tactics' new "Tactician" product. With the release of Tactician, users can employ DAL to link their Macintoshes to corporate data bases on host mainframe computers. It is necessary to have such connectivity when working in a War Room situation. Business users of personal computers have a tremendous need to

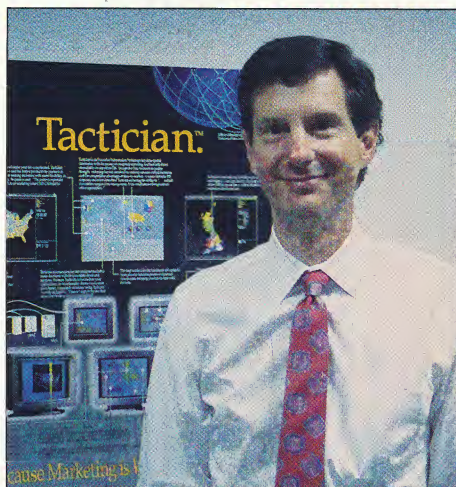
use their applications with corporate data stored in host-based systems where the data can be shared and well-managed. DAL provides a uniform way to access host-based data from within an application like Tactician. DAL relieves users of the cumbersome task of supporting a wide variety of different networks, host operating systems, and database management systems. Many users, for instance, are clumsily accessing their host-based data through terminal emulation and cut and paste operations or, by retyping data directly into the Macintosh applications. Times have changed; welcome to the world of connectivity. DAL gives users the ability to seamlessly access host-based data from within their Macintosh application without the pains of having to master the host system, which is managed transparently for the user. DAL is the foundation of a totally new class of applications for navigating and retrieving informa-

tion from large information systems in the easy-to-use, intuitive Macintosh way. Apple Computer sees Tactician as being a perfect example of this class of application by providing Tactician users with an easy-to-use, yet incredibly powerful application. Important for security, DAL operates under existing host and DBMS security and integrity schemes. Therefore, no new administration of security need be introduced when using DAL. Products such as Tactician greatly increase the power of the Macintosh by providing users with the ability to run a class of applications which provide capabilities unavailable on any other platform.

In May of 1990, DAL was announced as part of a new strategy in the Apple / Digital connectivity alliance, the goal of which is to provide a range of high quality connectivity between VAX's and Macs.



DAL allows Tactician users to seamlessly access data on VAX and IBM mainframes

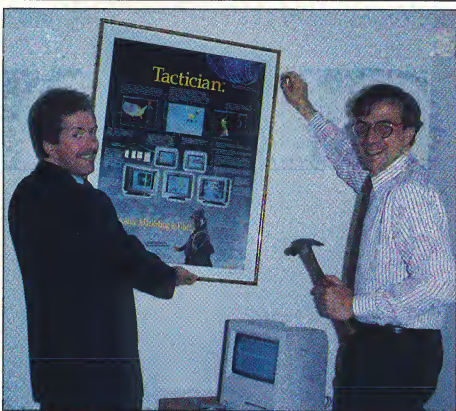


Donald Hough
Donald Hough & Co.

Tactics International Establishes Chicago Base with America's Top DSS Personality

Chicago, IL - Donald Hough, President of Donald Hough & Co., will now represent Tactician™, Tactics International's new, innovative marketing information system. Donald Hough & Co. emphasizes personal Decision Support Systems (DSS) in which the user queries information, analyzes it, displays it graphically, adds text, and shares it with others. Hough has an impressive background with IBM, General Electric, and Tandem NonStop systems. For the past six years, he has specialized in Metaphor and Apple DSS, particularly for the marketing and sales divisions of such Fortune 500 companies as Procter & Gamble, Kraft, and Baxter Travenol. "We are devoted to marketing and selling easy-to-use War Room DSS solutions to those industry leaders who

want to add value to their previous DSS investments and to provide new users with intuitively useful and quickly-learned tools," states Donald Hough. He shows this devotion with client-friendly demonstrations, using a careful translation of computer technical talk into business terminology and significance. One of Donald Hough's objectives is to show that most important business problems and opportunities can be better visualized by emphasizing the spatial dimension in relation to dollars, time periods, and sales volumes. By creating and reviewing spatial "What if" choices, one can clarify thinking and generate desirable actions. Who could be better qualified to represent Tactician and its unique capabilities? Call 1•312•951•5085 for more information.



Patrick Noonan (Left), Mason Tenaglia
(Right) Planning Technologies, Inc.

Planning Technologies with Tactician™

Lexington, MA, June 15, 1990- Planning Technologies, Inc., a management consulting firm, announced today that they will be including Tactician as one of their core software technologies. Founded by a team of ex-McKinsey & Co. consultants, Planning Technologies assists corporations with the integration of new management technologies into the strategic planning process. They employ the "Planning as Learning" process which enhances long range planning by the use of computer modeling and extensive data analysis.

Managing Director, Mason Tenaglia, summarized, "For the last 10 years, we've watched clients struggle with the problem of under-

standing the drivers in their business without being able to get at the data. With Tactician, companies can compare efforts and results through a spatial interface. Now, they can not only identify what has to happen to achieve their performance objectives, but where it must happen and what they have to do to produce results."

Tactics International's C.E.O., Tony Buxton, stated, "It's very exciting to see top level problem solvers who can take advantage of our technology for their clients and our customers. It is clear that this is a direction that other consulting firms will have to follow." Call 1•617•862•1157 for more information.

BYRON CONNELL

How Apple Uses Tactician™ to Sell



Byron Connell

In the past six months, Tactician has played a key role in a number of Apple's channel strategy and sales force management decisions. It has not only provided Apple with a powerful tool set to analyze and visualize the effects of proposed changes, but has also improved our ability to manage large volumes of market information.

Tactician's flexible design allows us to copy and paste information directly from a spreadsheet, or to import data (using DAL) from our "Market Knowledge Base", a relational VAX/Ingres database. The Market Knowledge Base serves as a warehouse of key demographic, economic, and competitive data for the Sales and Marketing organizations.

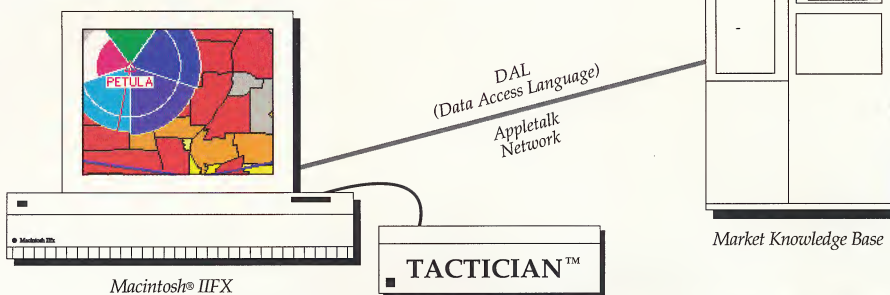
Much of the information includes a geographic code (e.g., ZIP code, county code, etc.) and is well-suited for use with Tactician.

Other applications compatible with this "client-server" model of information management are used primarily with non-geographic data and complement Tactician.

In the future, I expect Tactician to play an important role in Apple's management and distribution of market information, as well as in supporting mission-critical sales management decisions including:

- Sales Territory Design

"Apple now performs geographic planning with less than half the employees of a year ago...this would not be possible without Tactician™."



Tactician™ Offers Access to Lotus Marketplace™

Cambridge, MA (June 19, 1990) - Tactics International Limited announced that Tactician, the revolutionary, new information management product for the Apple® Macintosh®, will support Lotus Marketplace™, the new sales and marketing information product from Lotus Development Corporation. Together, the two products provide a new level of marketing evaluation and decision support capabilities to large corporations. Tactics is developing interfaces between Marketplace and Tactician, which enable users to take full advantage of the unique retail trade area analysis and sales re-districting functionality of Tactician. Lotus Marketplace will generate the highly targeted mailing or prospecting lists of companies or individuals based on Tactician-defined geography.

For example, a national manufacturer could use Tactician to re-district an entire sales force into territories defined by ZIP code, balanced by such factors as workload or sales potential. Using the unique geographic interface of Tactician, the manufacturer then selectively provides his sales force with names, addresses, and other vital information within each salesperson's territory to enable them to mail and

prospect at local levels. Another example is the national retailer or packaged goods company, who can use the interactive site analysis, and develop a strategic plan with Tactician for national merchandise promotions accurately targeted at the trade areas of their stores.

The combination of Tactician and Marketplace will benefit large corporations by centralizing their strategic planning, using the War Room information management capabilities of Tactician to analyze marketshare, competitive strengths, weaknesses, and opportunities for growth. The same process can be delivered to field offices to provide hard facts and support targeted mail and prospecting at local levels.

"The ability to merge high-end decision support and sales analysis at top levels and then take the capability down to the field, provides both economies of scale and team coordination within large corporations," said Carol McEvoy, Product Manager for Tactician. "The Micro-Marketing Age has been endorsed by Lotus' entry into precision marketing with Lotus Marketplace."

Lotus Marketplace will be available in the third quarter of 1990 and will be sold through Lotus authorized dealers for a suggested retail price of \$695.00.

Tactics International provides complete system integration services to large corporations to maximize Tactician in their corporate environments.

- Field Resource Deployment
- Reseller Coverage
- Target Marketing and Program Implementation, etc.

Tactician is an impressive software package. It provides a complete and flexible mapping solution and a significant boost to personal productivity. I look forward to Tactician's future enhancements as well as seeing other Macintosh applications from Tactics International.

Thanks for the great service and support!

Byron Connell
U.S. Sales Planning & Analysis
Apple Computer, Inc.

Tactics SPA Update

Tactics SPA, "The European Connection", continues to integrate software modules for Tactician on the Macintosh and to develop Tactician capabilities for Europe. For instance, projects are underway with a number of U.S. and U.K. corporations demonstrating the effectiveness of "The Selling Machine" in increasing salesforce productivity. Why not use Tactician to its fullest potential and add the Tactics SPA "Selling Machine" to your War Room arsenal? From planning territory allocation, based on drive times, to call routing and scheduling, the benefits of optimizing your sales force's productivity should not be missed. In the U.S. and Europe.

TACTICS

INTERNATIONAL MICRO-MARKETING MAGAZINE

16 Haverhill Street
Andover, MA 01810
508•475•4475

1 800 9 WAR ROOM

Editor
Christine Jordan-Bagley
Publisher
Strategic Communications

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Tactician™ V2.0

Price List

Item Description	Packaging	Code	Price
Basic Tactician <i>Basic Tactician is fully functional, with retail and sales territory balancing capabilities, seamless cartography, and a mainframe data access capability that makes Tactician a powerful EIS. The system also includes a tutorial with sample high-resolution 5-digit ZIP Code boundaries and maps.</i>	- Fully functional Tactician software for a Macintosh®II class machine. - US State Boundaries. - US County Boundaries. - Centroids for 42,000+ US 5-digit ZIP Codes. 118,000+ Place Names. 8,000+ Nationwide Cities. - Nationwide Interstate Highways. 90 Day warranty, telephone support, and updates.	BT	\$995
Tactician with High-Resolution ZIP Codes <i>Tactician with High-Resolution ZIP Codes is for marketers who do serious work at the ZIP Code level. There is no functional difference between this offering and Basic Tactician except that Nationwide high-resolution, super speed, 5-digit ZIP Code boundaries are provided on CD-ROM.</i>	- High-resolution, high speed, 5-digit ZIP Code Boundaries provided on CD-ROM. - One training credit, valued at \$395.00. - Fully functional Tactician software for a Macintosh®II class machine. - US State Boundaries. - US County Boundaries. - Centroids for 42,000+ US 5-digit ZIP Codes. 118,000+ Place Names.	8,000+ Nationwide Cities. - Nationwide Interstate Highways. 90 Day warranty-telephone support, and updates. - Extended support policies available. - Up-to-date, high quality data for all US States and Counties. Four demographic, two business variables.	TZC \$3,995
Address Matching	Packaging	Code	Price
Tactician/MatchMaker <i>(Geographic Data Technologies, Inc. - GDT-National Address Matching Index and Street Display File)</i>	7 Million record DIME system for the entire U.S. coupled with address matching index based on GDT's MatchMaker®.	GDT-MM	\$9,995
Tactician/MatchMaker Index <i>(GDT National Address Matching Index Only)</i>	Address matching index based on GDT's Matchmaker® without Street Display File.	GDT-MMI	\$5,995
Cartographic Files	Annual Fee	Code	Price
GDT 5-Digit ZIP Code Boundaries	\$1,500 ¹	GDT-ZC	\$5,000
GDT Census Tract Boundaries	\$3,000 ²	GDT-CT	\$5,000
GDT Census Block Group Boundaries	\$5,000 ²	GDT-BG	\$9,000
GDT Nationwide MSA Boundaries (Metropolitan Statistical Areas)	\$250 ¹	GDT-MS	\$750
GDT Nationwide ADI Boundaries (Areas of Dominant Influence)	\$250 ¹	GDT-AD	\$750
GDT DMA Boundaries (Designated Market Areas)	\$250 ¹	GDT-DM	\$750
NRB Top 500 Shopping Centers (based upon GLA-Gross Leaseable Area)	\$500	NRB-TS	\$500
NRB Shopping Center Locations and Data (centers with GLA in excess of 100,000 square feet)	\$5,500	NRB-RC	\$5,500
NRB Shopping Center Locations and Data (all centers)	\$11,000	NRB-AS	\$11,000
SDS US Highways	N/A ¹	SDS-US	\$250
SDS State and County Highways	N/A ¹	SDS-SC	\$250

¹ Update Fee - the file is revised and updated annually to reflect current information. Users ARE NOT required to pay for and receive an updated file. Out-of-date files may be used.

² Renewal Fee - the file remains constant from year-to-year between censuses. Users ARE required to pay this fee to continue using the boundary file with Tactician.

Tactician™ is a trademark of Tactics International Limited. Macintosh is a registered trademark of Apple Computer, Inc. All other product names are trademarks of their respective owners.

TV2PL4-110990

16 Haverhill Street, 3rd Floor, Andover, MA 01810
1 800 WAR•ROOM

508•475•4475

1. Your order can be taken by phone to speed the process.
2. Give complete information to the Tactics Representative.
3. Have P.O. or Credit Card number ready.

508•475•2136

1. Complete Sections 1 through 4.
2. Fax the order form.
3. Your order will be processed upon receipt and confirmed via fax.



1. Complete Sections 1 through 4.
2. Mail the order form to Tactics International Limited.
3. Your order will be processed upon receipt.

Name: _____ Title: _____
Company Name: _____
Industry: _____ Phone Number: _____
Address: _____
City: _____ State: _____ ZIP: _____

Recipient: _____
 Company Name: _____
 Address: _____ Floor/Room/Suite: _____
 City: _____ State: _____ ZIP: _____

☐ Federal Express
Overnight (\$20.00 Charge)☐ Regular Mail
(No Charge)

Attention: _____
Company Name: _____
Address: _____ Floor/Room/Suite: _____
City: _____ State: _____ ZIP: _____

Authorized Signature: _____

[illegible]

TOTAL

Tactics International Limited
16 Haverhill Street
Andover, MA 01810

STATE & COUNTY MKPS
FOR WHOLE COUNTRY.
\$1K (\$3500 w 2-ys)

Address Correction:

To Return: Refold this flyer with
Tactics' address clearly showing.

**SHOW SPECIAL
ORDER TODAY!**

	Regular	
Basic Tactician 2.0	\$995	Save 50%
Tactician 2.0 with High Resolution ZIP Codes	\$3,995	Save \$500

*Special
Show
Value
NOW*

\$495

\$3,495

Offer expires last day of show.

Tactician™ Because Marketing is War!

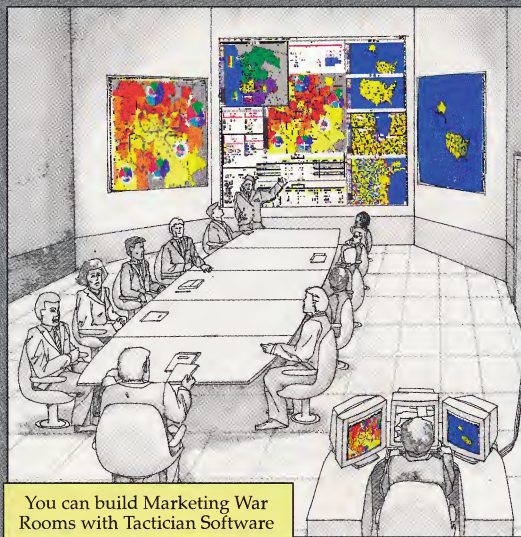
Dated Material!

What is Tactician?

Tactician is a breakthrough marketing productivity tool for the Macintosh. It provides small companies and large corporations with the ability to geographically analyze the information located in their local or in their mainframe databases. Tactician has specialized functions for territory balancing, product promotion planning, selecting real estate, store merchandising, media selection, and the selling of concepts. High-resolution cartography of unlimited size is available down to street level.

ORDER FORM

How to buy Tactician today



You can build Marketing War
Rooms with Tactician Software

A Very Good Deal

Why are we doing this? Over 40,000 GIS systems have been sold for marketing applications during the past five years. Based on 80's technology, none of them do the job properly. Released for the first time in January of 1990, the largest of America's corporations are using Tactician today as a strategic marketing weapon. Now we want to get Tactician into your hands for a discretionary price, so that you can compare it with other GIS products and feel the difference.

If you don't think Tactician outperforms any other comparable system, return it to us within 30 days and we will give you your money back.

**A very good deal is on right now
for a limited time only**

Three Ways to buy Tactician today

1

Tactician

Retail and sales territory balancing capability, seamless cartography and mainframe data access capability.

You Get:

- Full function Tactician for the Macintosh® II or higher
- U.S. state boundaries.
- U.S. county boundaries.
- Centroids for 42,381 US ZIP codes.
- 118,470 place names.
- 8013 nationwide cities.
- Nationwide highways.
- Up to date, high quality data for all US states and counties. Four demographic, two business variables.
- 90 day warranty, telephone support and updates.
- Tutorial includes sample high-resolution ZIP codes.
- Extended warranty, support, and enhancement policies available.

Upgrade from **Tactician** to **Tactician** with High-resolution ZIP Codes, for \$2,500.

Purchase prior to October 30, and you get the option to upgrade at no penalty within 90 days.

Distribution: 800k or 1.44 MB diskettes

\$995.00

\$1,495.00

\$1,995.00

2

Tactician

With High-resolution ZIP Codes

Add the dimension of high-resolution, high speed ZIP code boundaries to enhance display and analysis.

You Get:

Same items included as **Tactician** plus:

High-resolution, high quality, high speed ZIP code boundaries provided on CD-ROM.
One training credit, value \$400.

We can sell you a CD Reader for \$699 - refer to order box.

Upgrade from Tactician with High-resolution ZIP Codes to Heavy Duty Tactician for \$7,500.

Purchase prior to October 30, and you get the option to upgrade at no penalty within 90 days.

Distribution: CD-ROM

\$2,995.00

\$3,495.00

\$3,995.00

3

Heavy Duty Tactician

For site licensing, long range upgrading and expansion. The most economical and effective way to buy fully loaded Tactician in quantities of more than six systems.

You Get:

Same items as **Tactician** with High-resolution ZIP Codes plus:

- 12 month's telephone support instead of 90 days.
- 12 month free upgrade on all updates and enhancements.
- License convertible to future IBM (OS/2, DOS Windows 3.0) and/or Unix versions as available.
- Can add new modules such as territory optimization, national address matching.
- Data at the state, county and ZIP code level, eight demographic, three business.
- 60 day free evaluation of new software modules.
- 10% off all additional cartographic and attribute data.
- 500 major malls.
- Two training credits, value \$800.
- 12 month guaranteed pricing on consulting rates, data, new modules, and cartography.

Distribution: CD-ROM

\$9,995.00
FREE CD Reader

\$9,995.00
FREE CD Reader

\$9,995.00
CD Reader Not Included

To order
Tactician today call:
1 800 9 WAR-ROOM

☐ Yes, I want to buy Tactician and experience total control over my marketing information.

Send me today: Cost

☐ Tactician @ \$995 800K ☐ 1.44MB	
☐ Tactician with High-resolution ZIPS @ \$2,995 CD-ROM	
☐ CD Reader for \$699	
☐ Heavy Duty Tactician with FREE CD reader @ \$9,995	
Shipping	\$5.00
MA Residents Add Sales Tax	
TOTAL	\$

Name (please print) _____

Title _____

Company/Institution _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ Ext. _____

☐ I am enclosing my signed company's purchase order form, P.O. number _____.

☐ Check enclosed.

Buy Before Oct. 30, 1990

Buy Before Dec. 31, 1990

Buy After Dec. 31, 1990

Free Micro Marketing Seminars

☐ Send me an invitation to one of your Micro Marketing Seminars including Tactician demos: September 24, October 22, November 19, December 17. (Circle preferred date).

☐ Send me a fully functional set of demo diskettes for \$40. My check is enclosed.

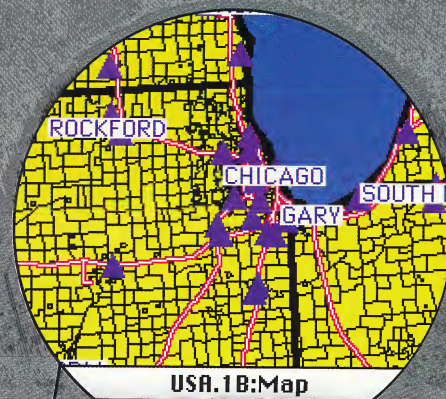
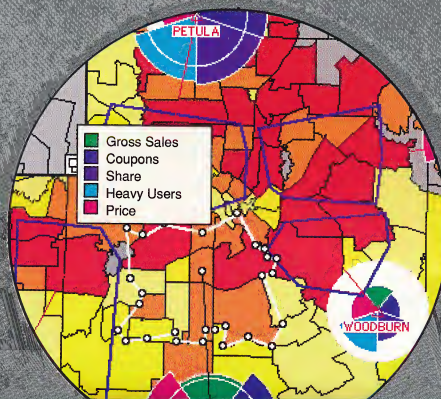
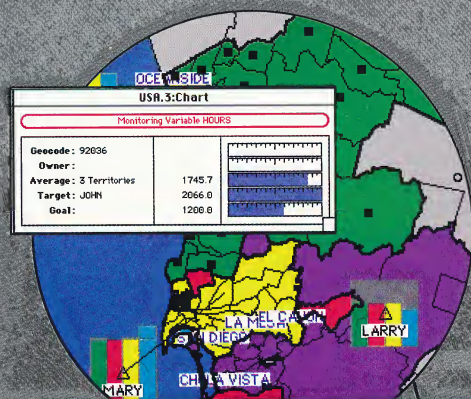
Mail to:
Tactics International Limited
PO Box 4016BV, Andover, MA 01810
or Fax order to (508) 475-2136.

Put
Stamp
Here

Tactics International Limited
16 Haverhill Street
Andover, MA 01810

Tactician.™

Now you can buy the Macintosh® computer's
most powerful breakthrough ever in Information Management



DSS

Tactician is uniquely equipped with retail and sales management productivity tools

EIS

Pointing and clicking takes you to strategic host-based data

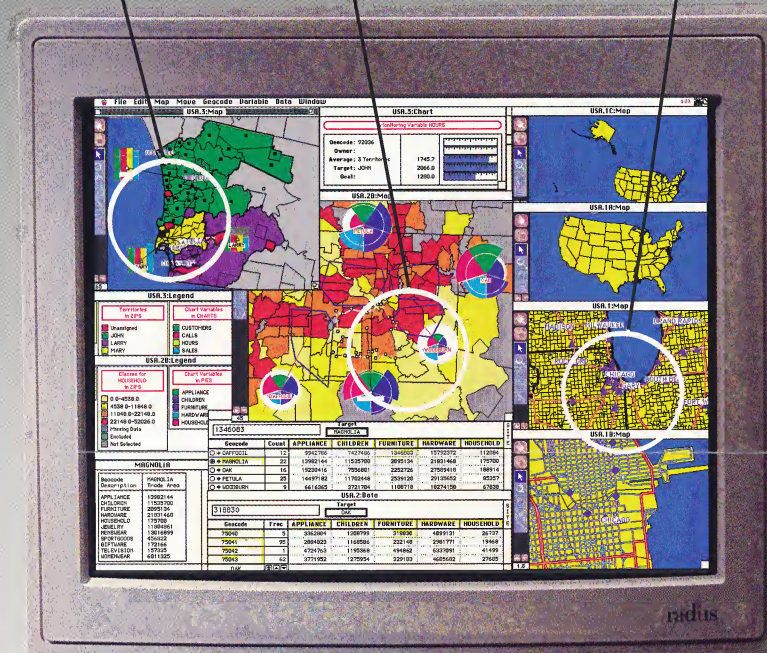
GIS

Tactician features seamless, nationwide, high speed, multi-document maps linked to 50,000 row three dimensional spreadsheets

Take a look at the eight management breakthroughs you need to compete in the Micro Marketing era of the 1990's.

1 **Tactician is a fusion of Decision Support Systems (DSS), Executive Information Systems (EIS), and Geographical Information Systems (GIS).** By skillfully integrating these three concepts into one technology, Tactician offers a dramatic breakthrough which unifies the way your company makes strategic use of data.

2 **Remarkable Productivity.** Tactician's intuitive user interface features speed, focus, and visual responsiveness which guarantee improvement in personal productivity.



3 **Application Focus.** Tactician is designed to deliver solutions in retail trade area analysis, sales territory balancing, consumer promotions cost control, and advertising.

4 **Seamless Cartography.** Tactician's seamless cartography manages the entire US at unparalleled speed, leaving you to deal with a lot more decision making in a lot less time.

5 **Seamless Data Access.** Tactician provides an SQL-based, functionally rich way of bringing strategic host-based data into Tactician's powerful information environment. Tactician uses Direct Access Language (DAL) from Apple Computer, Inc.

6 **Exceptional Output Capabilities.** Tactician's "Plot Document" canvas features superb editing tools which allow you to arrange, size, edit, and annotate beautifully prepared hard copy maps.

7 **The way you buy, the service you get.** Tactician comes fully bundled, ready to use with data. We can provide hardware, parts and labor warranties, and systems integration. We can even build entire War Rooms for you.

8 **Industrial Strength, War Room Capacity.** Tactician comes with the power, durability, and track record that gives you more flexibility, higher speed, lower cost, and better service than any other alternative.

Tactician™ is a trademark of Tactics International Limited. Macintosh is a registered trademark of Apple Computer, Inc. All other product names are the trademarks of their respective holders.

What is Tactician™ V2.0?

Add Coordinates to an Address File

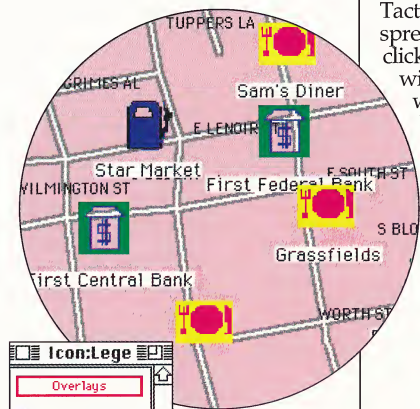
☒ Coordinates supplied ☐ Description supplied ☐ Radius supplied

contents of a field in any, two and three cells in the corresponding table below to build the field description

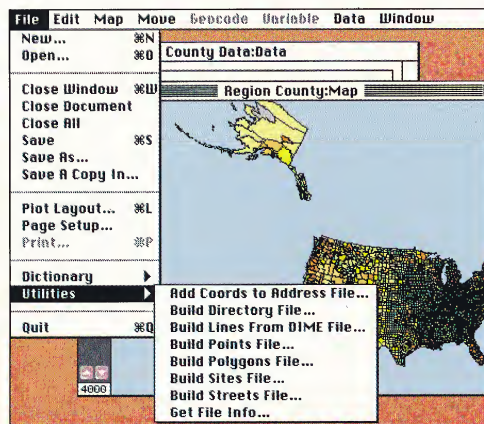
x	y	id	name	radius
488	7120	City of Fort St. John	Bellevue	2.000000
488	712	Bellevue City	Bellevue	2.000000
276	1242	Grange Hill	Bellevue	2.000000
276	124	Grange Hill	Bellevue	2.000000
102	1800	San Juan Ave	Bellevue	2.000000
102	180	San Juan Ave	Bellevue	2.000000

File Cancel

Tactician V2.0 has the capacity to deal with the entire nine million record U.S. street DIME system at one time. The robust, national capacity, geocoding and address matching system, enables companies to view their marketplace by converting their customer databases into a geographic display. The system, based on GDT's Matchmaker®, will batch geocode at a rate of 40,000 addresses an hour with precision to the street address. Tactics has also re-processed the entire U.S. DIME file into its high speed, spatial indexing system and made it available on CD-ROM, for sale as an add-on product. Users can instantly jump anywhere in the country and display streets, with names, by means of address look-up. Users can locate customers, stores, territories, employees, and sales targets. The response time to locate an address, using nationwide street files, is under one second!

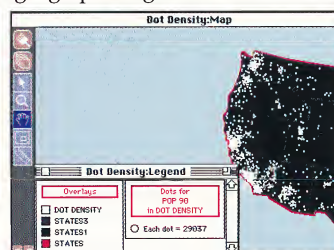


A custom icon editor has been added, which allows users to build symbols to represent their own logos. Tactician Version 2.0 enables the user to create personalized symbols for display, at any map point, in order to denote the location of items such as target customers, competitors, sales reps, and service centers.

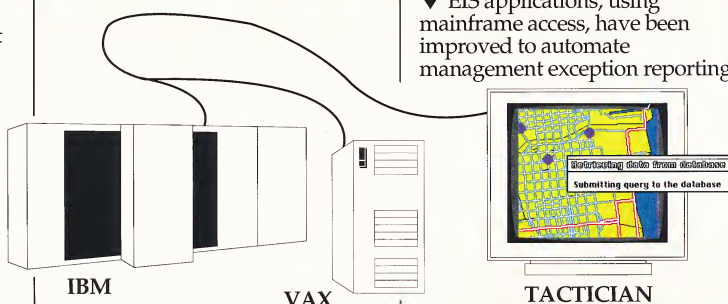


Tactician V2.0 has a full suite of utilities to import data and/or cartography from other IBM or Mac based spreadsheets, databases and mapping systems, and to build the cartography into Tactician's highly efficient indexing system. For users with other systems who wish to convert to Tactician, this facility saves time and money.

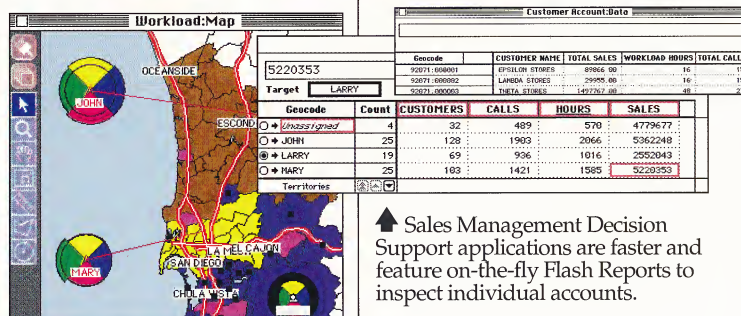
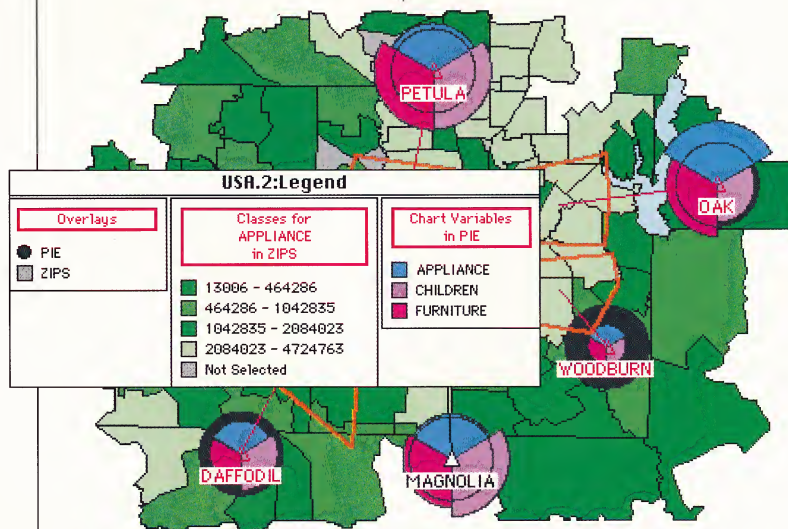
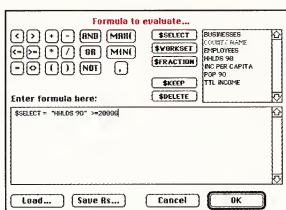
Dot density mapping allows the display of multiple dimensions of data variables as dots, in different colors and sizes, so that users can easily see their market concentrations at a particular geographic region.



▼ Retail Decision Support functions are faster and feature automation macros for EIS applications, providing convenient assessment of store performance.



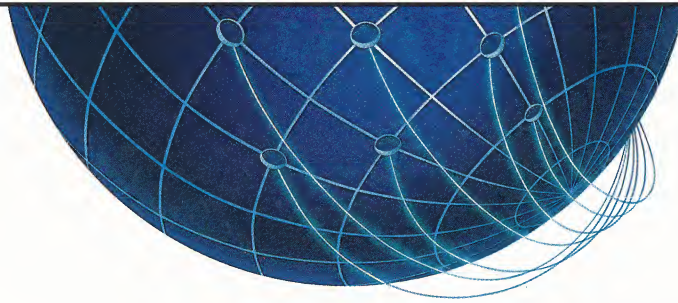
Tactician V2.0 has an intelligent spreadsheet to enable point and click formula calculations within the Tactician data window. Boolean logic can be configured on-the-fly or using stored queries to launch exception reports, which allow executives to quickly and easily drill down into key parts of the database.



TV2COMP-103190

Tactics International Limited

Micro-Marketing Information Systems: Turning Data into Competitive Advantage



For Immediate Release

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TACTICS INTERNATIONAL ANNOUNCES GLOBAL TACTICIAN™ V2.0 Global Capacity & Design - A Competitive Tool For Big Business

ANDOVER, MA, January 10, 1991 - Tactics International Limited is expanding the capacity of Version 2.0 of Tactician, to cover the entire world. Tactician is a geographically-based, strategic planning and marketing productivity tool for the Apple® Macintosh® computer. Tactics also announced a change in packaging, pricing, and support options for Tactician to accommodate the demands of large, corporate Executive Information System users, who require multiple, networked sites, pre-packaged data, and a higher level of systems integration and service. This will provide an economical, competitive solution for big businesses who wish to purchase hundreds of Tactician systems.

Tactician software has been engineered to simultaneously handle geography, sourced from different countries with different projections and cartographic units. Tactician solves this complex challenge by including projection systems for Albers, the UK Grid, Lat/Long and geographic units such as postcodes and place names, which vary from country to country.

The multi-national version of Tactician simultaneously uses multiple dictionaries, one for each country, in order to facilitate world-wide navigation. The chosen dictionary will be automatic, relevant to your location in the world. Selection of the country is from either a pull down menu listing all countries, or from a world master map where the user navigates by point and click. The user will be able to navigate many layers of cartography right down to street level.

Large corporate customers of Tactician say that the new feature is important because they can now coordinate marketing activities around the globe and provide global capacity to their information workers and executives, while eliminating users wrestling with underlying data. The newly engineered solutions provided by Tactician allow users to deal on a global basis without worrying about the maps, which are managed automatically by the hierarchic dictionaries. Tactician still retains its high speed even when accessing the immense amount of global geography.

Looking After the Needs of Big Business.

Tactics, with its excellent track record of handling the needs of large, multi-national customers, is providing economical packaging solutions which enable customers to buy a single system, or a fully integrated facility. This separates Tactics from its competition, who limit their view of the market by selling mapping systems of small areas of geography, requiring users to purchase many pieces, in order to build a national or international picture. These systems end up costing much more compared with the Tactician cartography, which is pre-packaged in large, cost-effective bundles.

For instance, one competitor sells ZIPs by state at approximately \$400 per state, and street data by county, at around \$200 per county. Since there are around 40,000 ZIP codes and 3,000 counties at a national level, the comparative pricing makes Tactician data very cost effective at \$5,000 for ZIPs and \$10,000 for streets. Arrangements are also available to large corporations who wish to site license Tactician and need "heavy duty" support including maintenance, enhancements, and the ability to transfer licenses between operating system platforms.

The focus of Tactician is the Executive Information System market, where it is used by big business for critical marketing applications such as territory balancing, product promotion planning, selecting real estate, store merchandising, media selection, and the selling of concepts.

Version 2.0 of Tactician, released in November of 1990, features the capacity to display, geocode, and address match against the entire seven million record U.S. street DIME system at one time. This is the result of a joint technology effort between Tactics International and Geographic Data Technology (GDT), the leading supplier of digital cartography in the United States.

A Summary of Other Tactician V2.0 Features Includes:

- An intelligent spreadsheet allows boolean logic, which can be configured with on-the-fly or stored queries to allow executives to drill down into key parts of a corporate database.
- Tactician V2.0 has the ability to import data and/or cartography from other spreadsheets, databases and mapping systems. Therefore, users overcome the need to re-create their data when using one of these systems with Tactician.
- A custom icon editor has been added, which allows users to create personalized symbols for display at any map point.
- Tactician has Apple's Data Access LanguageTM (DAL) to provide access to SQL databases on IBM[®] and VAX[®] hosts. This feature is important for the strategic planning of big businesses, because most companies' strategic data is stored on mainframes. DAL enables Tactician to "see into" the host database and execute SQL queries in a point and click environment.

Pricing and Availability

Tactician V2.0, which handles international cartography is \$995, suggested retail price, and is available now through Tactics International Limited, 16 Haverhill Street, Andover, MA, 01810. Telephone: 1-800-WAR-ROOM, for more information. The multiple dictionary version of Tactician is planned for release by Q2 of 1991.

Tactics International Limited builds decision technology for corporate marketers and executives. Tactics' flagship product, Tactician, is a completely integrated, marketing productivity tool for the Macintosh and provides large and small corporations with a geographic interface to analyze information locally, or in mainframe databases. Headquartered in Andover, MA, with affiliated companies in the U.K. and Australia, the Tactics International group of companies services several hundred large corporations with a variety of software and services, worldwide.

For publications, Screen PICT files and artwork are available upon request, overnight via Applelink or Federal Express.

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